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Evel Knievel Days Visitor Study

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Evel Knievel Days Visitor Study

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Case Study Report 2008-3

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Introduction

The purpose of this study was to provide the organizers of Evel Knievel Days with an understanding of their attendees and the total money spent in Butte during the event. The population of interest was attendees of Evel Knievel Days and the sample was random from that population. The survey locations were randomly picked and respondents were randomly approached. Of the attendees, 285 returned completed surveys.

Methods

Surveys were given to event goers by random selection so as to attempt to represent the whole population. The survey locations were randomly picked from the list of events offered each day of Evel Knievel Days. Volunteers were stationed at a randomized selection of events and intercepted people. The survey consisted of 31 questions (see Appendix A). People willing to fill out the survey were given a clipboard, pen, and a survey. Volunteers collected completed surveys.

Limitations

The small sample size (n=285) makes the results less reliable in generalizing to the entire population of Evel Knievel Days attendees.

Results

Of the 285 respondents, 221 were from Montana (78%), 56 were from out of state or country (see Tables 1 and 2), and eight people did not respond to this question. The mean age of respondents was 39.08 years. The mean group size was 4.92. Of those who responded to the survey, 109 reported that they spent a night or nights away from home. The mean of nights away from home was 4.52. The mean number of nights spent in Montana was 4.98, and 2.89 was the mean number of nights spent in Butte. Results of all other questions in this survey can be found in Appendix B.

Table 1: Origin of Respondents

Montana	221
Washington	13
California	9
Colorado	8
Idaho	7
Nevada	4

Table 2: Foreign Respondents

Canada	1
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Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in Butte in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions. The mean expenditure was figured according to the number of respondents who reported actually spending money in each individual category. The mean expenditure for each category can be found in Table 3 along with the number and percentage of people who reported that they spent money in

that category. The mean expenditures are also shown considering the entire sample of 285. The total reported expenditure for respondents of this survey was \$94,279.00.

Table 3- Expenditure Data: Total money reported to have been spent in Butte

Expenditure Category	Mean expenditures of attendees who reported spending money in these categories	Number of respondents who reported spending money in each category	% of respondents who reported spending money in each category	Mean expenditures averaged across all respondents (n=285)
Motel/Hotel/B&B	\$228.68	50	18%	\$40.12
Campground	\$133.08	12	4.0%	\$5.60
Restaurant/Bar	\$146.44	189	66.3%	\$97.11
Groceries/Snacks	\$110.09	67	24.0%	\$25.88
Gasoline	\$134.28	139	48.8%	\$65.49
Local transportation	\$15.60	5	1.8%	\$0.27
Auto rental	\$138.00	5	1.8%	\$2.42
Retail goods	\$111.25	126	44.2%	\$49.18
Gratuities	\$32.13	97	34.0%	\$10.94
Entertainment/Recreation	\$96.40	67	24.0%	\$22.66
Licenses, entrance fees, admissions	\$158.45	20	7.0%	\$11.12
Mean Expenditure Total	-	-	-	\$330.80
TOTAL Contribution	\$94,279.00	-	-	-

Results of Open Ended Response Questions

Three open-ended questions were asked of respondents. The answers to these can be found in Appendix C.

Appendix A- Survey Instrument

Evel Knievel Days

1) Are you a resident of Montana?
☐ Yes (If yes, skip to Q3) ☐ No

2) What state, province or country are you from?

3) Was attending the Evel Knievel Days your primary reason for being in Butte?
☐ Yes ☐ No

4) What other reasons were you visiting Butte? (X all that apply)

<input type="checkbox"/> None - the event was my reason	<input type="checkbox"/> Visit friends/relatives
<input type="checkbox"/> Vacation/recreation/pleasure	<input type="checkbox"/> Business/convention/meeting
<input type="checkbox"/> Shopping	<input type="checkbox"/> Just passing through

On this trip, how many total nights did your group stay: (enter "0" if no nights)

5) Away from home 7) In Butte

6) In Montana

8) During the Evel Knievel Days, what type of accommodations did you stay in?(X all that apply)

<input type="checkbox"/> None- my home is here	<input type="checkbox"/> Home of friend/relative	<input type="checkbox"/> Guest ranch
<input type="checkbox"/> Hotel/motel/bed & breakfast	<input type="checkbox"/> Second home/condo/cabin	<input type="checkbox"/> Vehicle in parking lot
<input type="checkbox"/> Public land camping	<input type="checkbox"/> Rented cabin/home	
<input type="checkbox"/> Private campground	<input type="checkbox"/> Resort/condominium	

Expenditures- Please enter your best estimate of the TOTAL amount of money (U.S. dollars) you (and your family, if applicable) spent in Butte for items in each of the following categories.

Accommodations		Food	
9) Motel/Hotel/B&B	<input type="text"/>	15) Restaurant/Bar	<input type="text"/>
10) Campground	<input type="text"/>	16) Groceries/Snacks	<input type="text"/>

Retail/Services		Transportation	
11) Retail goods	<input type="text"/>	17) Gasoline	<input type="text"/>
12) Gratuity	<input type="text"/>	18) Local transportation	<input type="text"/>
13) Entertainment/ Recreation	<input type="text"/>	19) Auto rental	<input type="text"/>
14) Licenses, entrance fees, admissions	<input type="text"/>		

20) How did you hear about Evel Knievel Days? (X all that apply)

<input type="checkbox"/> Word of mouth	<input type="checkbox"/> TV	<input type="checkbox"/> Email from event planners	<input type="checkbox"/> Group or club
<input type="checkbox"/> Newspaper	<input type="checkbox"/> Direct mail	<input type="checkbox"/> Magazine	<input type="checkbox"/> Retail outlet
<input type="checkbox"/> Radio	<input type="checkbox"/> Billboard	<input type="checkbox"/> Flyer	
<input type="checkbox"/> Posters	<input type="checkbox"/> Internet		

21) How long ago did you make plans to attend Evel Knievel Days?

<input type="checkbox"/> Today	<input type="checkbox"/> 1-7 days ago	<input type="checkbox"/> 1-4 weeks ago	<input type="checkbox"/> 1-6 months ago	<input type="checkbox"/> over 6 months
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22) Please rate your overall satisfaction with the event.

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	N/A
Organization of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Types of people at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concessions available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of people at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duration of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other transportation to the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sound system (ability to hear)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage/directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23) What option best describes your travel group? (X only one)

☐ Self
 ☐ Immediate family
 ☐ Family & friends
 ☐ Business associates
☐ Couple
 ☐ Extended family
 ☐ Friends
 ☐ Organized group or club

24) Including you, how many people were in your travel group?

25) Please indicate what age groups are represented in your travel group (X all that apply)

☐ 0-5 years
 ☐ 18-24 years
 ☐ 45-54 years
 ☐ 75 and over
☐ 6-10 years
 ☐ 25-34 years
 ☐ 55-64 years
☐ 11-17 years
 ☐ 35-44 years
 ☐ 65-74 years

26) What is your age?

27) What is your gender?

☐ Male
 ☐ Female

28) What best describes your annual household income in US dollars (X only one)

☐ Less than \$20,000
 ☐ \$60,000 to 79,999
 ☐ \$150,000 to 199,999
☐ \$20,000 to 39,999
 ☐ \$80,000 to 99,999
 ☐ \$200,000 and over
☐ \$40,000 to 59,999
 ☐ \$100,000 to 149,999

29) Please tell us what you liked about Evel Knievel Days in Butte, Montana.

30) Please tell us what you did not like Evel Knievel Days in Butte, Montana.

31) What suggestions do you have for improvements for Evel Knievel Days in Butte, Montana.

Appendix B- Results

- 1) **Are you a resident of Montana?**
77.5% Yes 19.6% No
- 2) **Was attending the Evel Knievel Days your primary reason for being in Butte?**
48.4% Yes 28.8% No
- 3) **What other reasons were you visiting Butte? (X all that apply)**
- | | | | |
|-------|--------------------------------|-------|-----------------------------|
| 31.9% | None – the event was my reason | 26.0% | Visit friends/relatives |
| 14.4% | Vacation/recreation/pleasure | 6.0% | Business/convention/meeting |
| 2.8% | Shopping | 3.9% | Just passing through |
- 4) **During the Evel Knievel Days, what type of accommodations did you stay in?(X all that apply)**
- | | | | | | |
|-------|-----------------------------|-------|-------------------------|------|------------------------|
| 45.6% | None- my home is here | 20.4% | Home of friend/relative | 0.0% | Guest ranch |
| 16.8% | Hotel/motel/bed & breakfast | 1.1% | Second home/condo/cabin | 1.4% | Vehicle in parking lot |
| 6.0% | Public land camping | 0.4% | Rented cabin/home | | |
| 5.3% | Private campground | 0.7% | Resort/condominium | | |
- 5) **How did you hear about Evel Knievel Days? (X all that apply)**
- | | | | | | | | |
|-------|---------------|-------|-------------|------|---------------------------|------|---------------|
| 65.6% | Word of mouth | 17.5% | TV | 2.1% | Email from event planners | 4.9% | Retail outlet |
| 30.9% | Newspaper | 4.6% | Direct mail | 3.5% | Magazine | | |
| 25.6% | Radio | 6.0% | Billboard | 9.1% | Flyer | | |
| 25.6% | Posters | 11.6% | Internet | 5.6% | Group or club | | |
- 6) **How long ago did you make plans to attend Evel Knievel Days?**
- | | | | | | | | | | |
|------|-------|-------|--------------|-------|---------------|-------|----------------|-------|---------------|
| 5.6% | Today | 20.7% | 1-7 days ago | 11.2% | 1-4 weeks ago | 15.1% | 1-6 months ago | 33.3% | over 6 months |
|------|-------|-------|--------------|-------|---------------|-------|----------------|-------|---------------|

Please rate your overall satisfaction with the event.

- 7)
- | | Very satisfied | Satisfied | Dissatisfied | Very dissatisfied | N/A |
|-----------------------------------|----------------|-----------|--------------|-------------------|------|
| Organization of the event | 50.2% | 43.2% | 3.5% | 0.7% | 1.1% |
| Event staff | 51.6% | 40.7% | 5.3% | 0.0% | 1.4% |
| Types of people at the event | 41.8% | 45.6% | 7.4% | 1.4% | 2.8% |
| Cleanliness of restrooms | 29.5% | 44.9% | 11.9% | 6.0% | 4.9% |
| Availability of restrooms | 32.6% | 48.1% | 9.8% | 5.3% | 1.8% |
| Location of the event | 50.2% | 45.6% | 2.1% | 0.4% | 0.0% |
| Concessions available | 48.4% | 45.6% | 3.2% | 0.7% | 0.4% |
| Number of people at the event | 47.4% | 47.4% | 3.2% | 0.0% | 0.0% |
| Duration of the event | 48.1% | 46.7% | 2.8% | 0.0% | 0.7% |
| Variety of activities | 47.0% | 46.3% | 3.5% | 1.1% | 0.4% |
| Parking | 33.0% | 50.5% | 10.5% | 2.8% | 1.1% |
| Other transportation to the event | 29.8% | 43.9% | 6.7% | 1.8% | 9.5% |
| Sound system (ability to hear) | 41.8% | 50.9% | 3.9% | 1.4% | 0.7% |
| Signage/directions | 38.9% | 49.8% | 4.9% | 1.1% | 1.8% |
| Safety | 41.4% | 48.4% | 3.5% | 1.1% | 1.1% |

What option best describes your travel group? (X only one)

8)	18.2%	Self	11.2%	Immediate family	27.7%	Family & friends	4.2%	Business associates
	17.9%	Couple	5.6%	Extended family	13.7%	Friends	0.4%	Organized group or club

9) Please indicate what age groups are represented in your travel group (X all that apply)

7.0%	0-5 years	26.0%	18-24 years	27.4%	45-54 years	1.1%	75 and over
10.5%	6-10 years	33.0%	25-34 years	17.9%	55-64 years		
13.7%	11-17 years	31.6%	35-44 years	7.4%	65-74 years		

10) What is your gender? 59.6% Male 37.5% Female

11) What best describes your annual household income in US dollars (X only one)

9.8%	Less than \$20,000	14.7%	\$60,000 to 79,999	1.4%	\$150,000 to 199,999
17.5%	\$20,000 to 39,999	16.8%	\$80,000 to 99,999	3.5%	\$200,000 and over
15.8%	\$40,000 to 59,999	12.6%	\$100,000 to 149,999		

Appendix C- Open-ended Responses

Question #29: Please tell us what you liked about Evel Knievel Days in Butte.

It was great
Events
The bikes and culture
Unique, only in Montana. Lots of events
Moto x, Globe of Death, Booze
It's fun to hang out in
A lot of entertainment people
Women
Being here
Free style
Liked it all
Great place for bikers
Weather, motox
everything
All the activities
Butte is the best town to party in
Everything
The people, food, drinks and family
The bikes and jumps
Having a good time
Everything
Organization, entertainment, family friendly, wax evel knievel
seeing people, event
It was great! Yeehaw
Event
Everything
The bikers! The down home folk. I haven't heard the band yet but I'm sure they are good.
The bike tricks.
Everything!
Everything!
Entertainment
Vacation
All the activities that went on
Just being in Butte, MT
Nice People
Crowd and music was great
People were friendly
Great event Everything
I think its good for Butte
It rocks
The friendly people, the entertainment

I'm a Butte Rat myself and the event is awesome
Everything
Very strange
my friend, lunch at hummingbird
a place to take the kids and family, a lot to do
Living up Butte
Meeting Locals
everything
event
laid back
everything
everything, it was just awesome!
Friendly crowd
Food & drinks
food
All the socialization and sweet events and demonstrations rule!
Getting to go with my friend James Thompson
All the events going on
everything
hometown activities
It was all fun so far
free
all
stunts
The events and food
everything
Butte
people, events, bike parade!
The people here are so nice and friendly. it makes the show a lot of fun
seeing people I have not seen in a long time
Virgin Mary on Copper Mountain. Nice People. Small amount of vendors
Nice area and friendly people
I like so far the environment, the variety of vendors and the fact taht so many people
came to such a small place in Butte to support a local charity event bringing people all
over the US
The friendly people, the ability to walk around with beer and alcohol, the event
entertainment
It is a family event
Keith Sayers production
everything
everything! it brings culture to life and puts Butte on the map
just gettin gout
all
everything
the bikes and performers
food, drinks, show

the variety
it brings a lot of people in and shows our community for what it is
it pretty relaxed, good entertainment down and dirty
fun
atmosphere and attractions
weather
everything
festive atmosphere
the parks and people and events
It is awesome! Alicia Knievel rocks
All the festivities
Freestyle motocross
activities
all the different events
the weather
everything
wall of death
I love coming back to Butte so it's a good excuse
The bike shows
The people, the bikes, the clothes and food
Just got here. Did like freestyle
drinking and party
Everything
People/events/music/beer
Variety of stuff happening
Stunts
Better use of Broadway/Main
Everything
Food, events, everything
The events
The bikes/women
Everything
Love the whole event
the events and the food and music
No arrests so far :)
Free, lots of entertainment, great food
The people
type of event
everything
best-great entertainment
all free events
free! family oriented
everything
events
Keith Sayers
good income for Butte

Butte is a wonderful city
everything
The entertainment
Activities
weather
everything
crowd
the entertainment
Butte
big party
a major issue
activities
lots of people, good music
lots of fun
food
got to see family and friends
Good times in Butte
bikes
Chance to see Butte
all the people-all the events
everything
seeing old friends
Fun time
evel was a legend
I liked the variety of activities
the number and quality of bikes
fun
everything
safety is better this year, the overall event is great
the party
fun and festivities
everything was great the party, and of course the bikes
its a great family event, and we come every year. the kids have a great time
arm wrestling tournament
all of it!
lots of things to see. lots of people
all
everything
everything!
the dirt bike trails and jumps
all
visiting with friends
globe of death
lots of energy
it was bad ass
all event

everything
activities
diversity
variety of events
all the events and people to talk to
great events and variety
variety of events, venues
all o fit
everything
very patriotic and many events
weather, friends, bars
the motorcycles
getting together for friends
activities
I like the outdoor music
fun, family, friends
crowd
kids activities
stunts
it was a very good event to make Butte shine
I love Butte

Question #30: Please tell us what you did not like about Evel Knievel Days in Butte.

None
Parking
Didn't last long enough
Nothing- it was all good
Going through Idaho
To many people
fights
Men
Too short
Nothing
nothing
Bars closing at 2am
Bathrooms
The cold nights
N/A
Too damn hot
nothing
Nothing
N/A
teen drinking
Food
No Evel

I hate porta podies... Too quiet during the day. More info/movies of Evel Knievel would be nice.

N/A

Parking day of events. Should be Fri, Sat, Sun

Nothing

Evel not being here

Everything was great

More food and long lines

Not enough bathrooms

Parking and transportation

n/a

Food too expensive

I have to work

We were not able to buy ice anywhere

Nothing

Liked everything

loud music

No regrets

Nothing

Late crowds

nothing

n/a

n/a

nothing

nothing

Not enough restrooms

a lot of people

time

Parking kinda sucks later in the day

Not a thing- that it ends

None really

parking for bikes

Nothing so far

VPY

none

I don't know yet

Prices of food

nothing

nada

occasional teenagers swiping shirts (rare)

can't think of one now

nothing

none

N/a

so far so good

we could not buy ice anywhere

nothing
the drinking
nothing
snotty people, rude children and narrow minded christians
satisfied
none
none
nothing
some of the "flow" wasn't smooth, but not bad
n/a
hand sanitizer in the bathroom
nothing
more music
Nothing. Not long enough!
Nothing
everything was great! great people!
none
not enough places to sit
its hot outside
needs more accommodation for pets
Too many drunk idiots
Drunken people
drink
Not long enough
nothing
The heat
Event times at event
Piss in the streets, beer cans all over
nothing like everything
Location-have more at MAC
Too hot
No Robby Knevel
The folks still around after 10pm
not enough restrooms, clean more often
Loved it all
heat
restrooms
parking
nothing
location of booth
Nothing- had a great time
NA
nada
nothing
Bathrooms
filthy streets! too many teenagers running rampet and rude

nothing
food
the drunks and dirty porta potties and garbage
not long enough
too small area for music
not enough family activities
nothing, everything was great
the heat
Too many drunk people
nothing
I thought there would be more people
I didn't like that it ended early at night
restrooms
it's hard getting around up town Butte at times, more park is needed, ways to get around
when leaving
everything is good
hot
nothing
music too loud
n/a
need more music entertainment
youth drinking, youth acting out, rude youth
nothing
nothing
none
nothing
nothing
all ok
nothing
location of restrooms
none
garbage
bathrooms
Garbage
uptown tied up thurs and fri
not enough food
too small area
bathrooms
nothing

Question #31: What suggestions do you have for improvements to Evel Knievel Days in Butte?

None
Run buses from other parking places
More skin!
More shade
None
More space
none
more women
None
One more day
None
Nothing
Can't think of any
N/A
Keep it the very same
More beer
More advertising out of state
more security
Nothing
Music all day long!
None
Dancing
See above
Nothing
Nothing
More bands
n/a
None
Possibly more music stages. One on each end of the street
None
None
Great event
free water for hot days
Nothing
None
none
lining up for parade
n/a
more support
nothing
Get more people here!
Keep having it every year
more stuff to go on

Cleaner pottys
none
n/a
Nothing, good job
nada
flatter street; cheaper gas; better economy; more "Ron Paul" stickers
cheaper gas, lots more parking
none
n/a
n/a
even more entertainment, possible two stages with bands at each end
parking
have places to sit
nothing
be more open minded, evel was out of this world
none, keep it going
n/a
pretty good. makes more stuff for younger kids
keep bringing it
shade
nothing
pair it up with pre-sturgis catch people going there
Robby Knew
Make Evel Days a month long. Kaptain Robbie should be here
Bring monster tent back
more live music! big names
none
no suggestions, or more benches, maybe?
we need a park/grassy area to rest
More control over crowds
not a lot of beer
none
Leave dog home
None
look above
none
More seating for events
More event
Better show and shim carl show
Enclosed beer gardens
keep free, donations
N/a
none
more restrooms
Police, juveniles in late evening
none

More Sayers
NA
none
None
clean up during day and night events
nothing
clean it up!
new entertainment
more family activities
none
None
stay open past 2am
more restrooms
none
none
robbie jump
cheaper food
make it 4 days instead of 3
none
all good
n/a
more music entertainment, more variety. always the same music
no open drinking
more time
none
more people to have more fun
none now
transportation
n/a
none
better music
more garbage pickup
move it to Rocker
nothing